

**MULTIMODAL ANALYSIS IN COVID-19 ADVERTISEMENT  
FROM MINISTER OF HEALTH**

**SKRIPSI**

*Submitted In Partial Fulfillment Of The Requirements  
For The Degree Of Sarjana Pendidikan (S.Pd)  
English Education Program*

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MEDAN  
2021**



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## ABSTRACT

**Perdana, Yogy. 1602050040. Multimodal Analysis in Covid-19 Advertisement from Minister of Health. Thesis. English Education Program. Faculty of Teacher Training and Education. University of Muhammadiyah Sumatera Utara. Medan. 2021**

This research discuss about multimodal analysis in covid-19 advertisement. The objectives of this study are to find out the visual element and ideational function of covid-19 advertisement in multimodal, to analyze the linguistic and visual element that represent in the messages. The research employed a qualitative methods. The data were taken from YouTube and then screenshot becomes five images. This research uses Halliday theory to identify linguistic function while to identify visual element use (GSP) by Cheong. The result showed that there are Visual and Linguistic element in covid-19 advertisement that represent process of GSP. Namely Leads 5, Display 1, Primary Announcements 5, Secondary Announcements 5, Call and Visit 1, Tag 1, enhancer 1. Linguistic of ideational function consist of Material Process 11, Actors 6, Circumstances 3, Location 1, Goals 10.

**Keywords:** *Multimodal, Advertisement, Visual, Linguistic.*

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*Assalamu'alaikum Wr. Wb.*

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are expected to be useful for those who read this thesis and interested to the topics.

Also the researcher realizes that his thesis is still far from being perfect in spite of the fact he has done his best completing this work. Therefore, constructive critics, comments, suggestions are welcomed for further improvement of this thesis.

*Wassalamu'alaikum Wr. Wb*

Medan, March 2020

The researcher

**Yogy Perdana J. T**

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## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background of the Study**

Advertising is one of the tools or methods used by advertisers to market a product or service. In the advertisement text contains the names of products, ideas, and services that can benefit the user. Advertising has a purpose. One of them is to inform, remind, and persuade customers to take action on the products / ideas advertised (Kotler and Armstrong, 2009: 236)

In the advertisement, there are signs in the form of words, images, sounds, gestures and objects. These various signs are also called multimodal as Michelle Anstey and Geoff Bull (2010) said, a text is called multimodal if the text is manifested from two or more combined semiotic systems. Overall there are five types of semiotic systems namely; linguistic, visual, audio, gestural and location

Moreover, advertisers have a lot of media to market their products or services. Both from the internet media, banners, magazines, newspapers and television. But of all that the most popular and most effective is using internet media. As we know in this modern era, everything can be accessed by the internet, many people use the internet more often. When a product or service is marketed on the internet it will have many advantages. Because it is very effective in marketing products or services on the internet, there are many companies that prioritize marketing in the internet media.

By promoting products to the internet, there are so many benefits to advertisers and consumers. The advantage for advertisers is that they can market their products throughout the world without having to be limited in time and place.

In addition to product advertisements, there are also public service advertisements that are often used on the internet media. One of the public service advertisement on the internet is the Covid-19 virus alert advertisement.

This advertisement contains a healthy lifestyle and steps to prevent the spread of the corona / Covid-19 virus. Because of the wider spread of the virus throughout the world, the Government of Indonesia is taking various steps to prevent the spread of this virus in Indonesia. One of them is by uploading public service announcements containing prevention against this virus. With the publication of various advertisements by the minister of health, it is expected to provide awareness to the public about the danger of this virus. Through these advertisements, the minister of health appealed to the public to adopt healthy lifestyles and social distancing in order to avoid covid-19. But so far there are still many people who do not care about the corona problem that befalls Indonesia today.

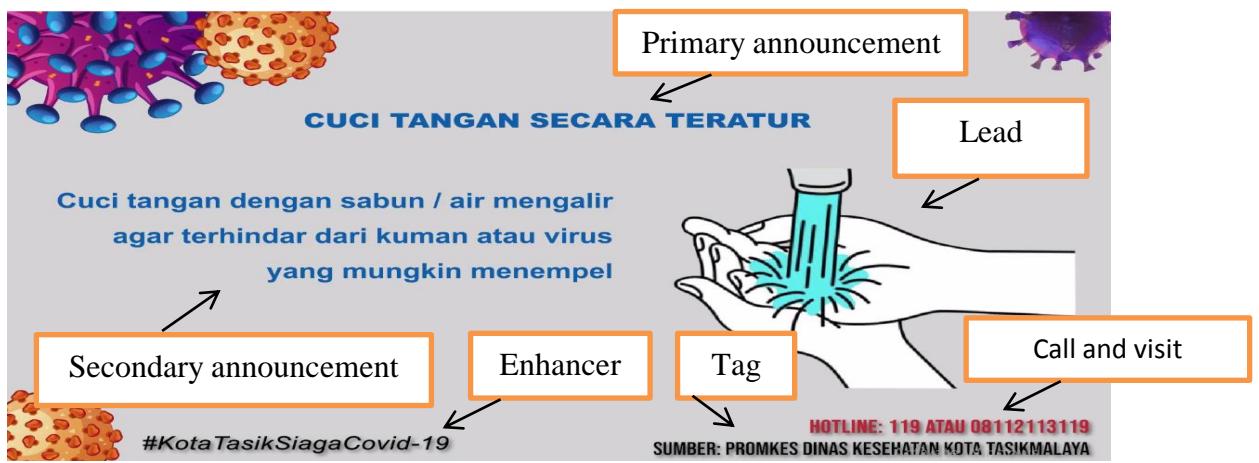
The advertisement of covid-19 is chosen as the subject of this research. According to the WHO website, the corona virus is a large virus that can cause disease in animals or humans. In humans corona caused by respiratory infections ranging from the common cold to more severe illnesses such as the Middle East

Respiratory Syndrome (MERS), and Severe Acute Respiratory Syndrome (SARS). This advertisement was published by the minister of health through Metro Tv and re-published by one of You Tube's "Knowledge Insights" accounts on February 5, 2020. This advertisement contains a healthy lifestyle and steps taken to prevent the spread of the corona / Covid-19 virus.

Multimodality is a term widely discussed by linguists and semiotics. Multimodal that emphasizes that all means of communication play an important role in conveying messages both verbal and nonverbal because language contains meaning, content or informative content. Multimodal in this research is an analysis of rules and principles that enable viewers to understand the potential meaning of the relative placement of elements, framing, salience, closeness, color saturation, font style, etc. (Machin 2007). So we can see that each semiotic mode is a momentum of meaning or potential, and multimodality mainly focuses on the study of the interrelationships between various communicative modes. In addition, the concept of multimodality is a useful benchmark for measuring and evaluating the diversity of ways of making meaning.

Multimodal is chosen in this research because this is a new way to communicate with others. This research interesting to conduct research entitled "Multimodal Analysis in Covid-19 Advertisement from Minister of Health" here this research takes a video ads about covid-19 virus prevention which will then be screen shot into a few pieces of images.

Next, in this study want to see types of visual elements and ideational function of covid-19 advertisement in multimodal. In another analysis, how visual elements and ideational functions are represented in covid-19 advertising messages. Here, this study presents a video that has been screen shot into an images as examples to be analyze.



Based on the picture above in the visual elements are found lead. Lead is the most salient image because it is the main focus of attention that attracts the viewers. Primary announcement is the phrases in the big front, including the surrounding words or phrases that form and unit. Secondary announcement has a meaning of interpersonal and the phrase is smaller than primary announcement. The tag is printed in a little written which not appeared grammatically and usually realized as non-finite. Enhancer is a word that contains persuasive and is the strongest in marketing a product or service. Call and visit to get more information about the product. So based on the explanation above see that from the ad there is a problem where the delivery of messages in the form of images and sentence has not been fully realized to the audience, such as the tag that is placed in the lower

left, the audience may not know what the function of the tag. then there is a sentence that is that is written in red and in bold. Because the advertiser does not explain it, so that the audience only sees the ad from the outline.

Therefore, the writer wants to do this research in order to provide a broader understanding of the functions and uses of the various image and sentences listed in the advertisement.

## **B. The Identification of the Problem**

The problem of this research identified as follows:

1. The visual elements and ideational function of Covid-19 advertisement that have not been conveyed as a whole to the viewer
2. The representative of visual elements and ideational functions in conveying messages in Covid-19 advertisement.

## **C. The Scope and Limitation**

The scope of this study focused on semiotic as study of multimodal. The limitation of this study is focused on applies the theory of Halliday (2004) to identify the linguistic functions whereas Kress and van Leeuwen model were used to identify the visual element by using Cheong (2004) model of Generic Structure Potential (GSP) in Covid-19 advertisement.

#### **D. The Formulation of the Problem**

The formulation of the study as follows:

1. What are the visual elements and ideational function of Covid-19 Advertisement in multimodal?
2. How are the visual elements and ideational function represented in the message of Covid-19 advertisement?

#### **E. The Objective of the Study**

The objective of the study as follows:

1. To find out the visual elements and ideational functions of Covid-19 advertisement in multimodal
2. To analyze the linguistic and visual element that represent in the message

#### **F. The Significance of Study**

Hopefully the result of this study have benefits both theoretically and practically :

1. Theoretically

Theoretically, this research is expected to add insight and scientific knowledge in the field of multimodal advertising analysis, especially how the elements (linguistic and visual) express the meaning and relationship between ideational function and visual image of covid-19 advertisement

2. Practically

- a. For the Education, result of the research can be used for reference learning, especially for study of multimodal in advertising
- b. For the Society, result of the research can get knowledge about multimodal analysis in covid-19 advertisement
- c. For the Researcher, result of the research can be used for references and an additional material to the study of multimodal in advertisement

## **CHAPTER II**

### **THE REVIEW OF LITERATURE**

#### **A. Theoretical Framework**

This chapter focuses on giving theoretical foundation of the research. Theories are needed to explain the concepts in applying the terms used in conducting the research. The concepts in this research need to be theoretically explained to prevent misunderstanding of the readers.

##### **1. Multimodal**

Multimodal analysis is an analysis that provides tools and techniques for analyzing texts that use more than one discourse mode. If we look at semiotic resources combined together with the process of creating meaning that is well projected by ad designers to the public or buyers of the products being advertised, this is very interesting. As articulated by the work of Halliday (1985), Hodge and Kress (1988), and Kress and van Leeuwen (2006), multimodal communication consists of many Communicative models or forms (ie, digital, visual, spatial, musical, etc.) In various sign systems that carry meanings that are recognized and understood by social collectives.

According to Christie (2005), multimodality refers to more than one communication mode that is used simultaneously in a text with the meaning

constructed not only verbally, but also through visual images and sometimes through sound. She argues that multimodality has taken place since the earliest signs of communication, when drawings or paintings were first made on the wall so people can communicate their ideas. Today, with the development of technology that is continuous and sustainable, multimodal texts are becoming increasingly common for every user of information and communication technology (ICT) and computer-mediated communication (CMC). along with the development of increasingly sophisticated technology, discovered new ways to make meaning with multimodal texts. and to respond to this, linguists make meaning with new literacy forms that involve language and visual images, namely multiliteracy.

In multimodal linguistics there have been several attempts to find more efficient methods for investigating interpretations of multimodal artifacts. This is only natural for linguistic accounts that focus on linguistic functions to expand their attention to artifacts other than verbal texts.

A prime example of this kind of work is the traditional social semiotic developed by Halliday and colleagues, called systemic-functional linguistics (commonly abbreviated as SFL: Halliday 1978). Working in this research direction makes the following general assumptions.

The social and multimodal semiotic approach starts from the position that visual communication, movement and action have evolved through their social

use into a semiotic system that is articulated in the same way that language has.  
(Kress, Jewitt, Ogborn and Tsatsarelis 2000, p44)

The functional-system approach investigates how texts are generally articulated to show their suitability for specific contexts and situations of use. Multimodal SFL analysis views visual presentation as the subject of the same generic functional equipment as other communication artifacts.

## **2. Multimodal in Advertisement**

Advertising is part of marketing related to the communication of information by companies to the market or market participants. at the marketing center. The basic decision to buy is because of information. Advertising tries to communicate in such a way as to attract the interest of the company so that the company can positively distinguish itself from competitors so that customers are motivated to make a purchase. Advertising has developed into a critical competitive factor in the marketing mix, this is due to the diversity of products that continue to grow and the increased ability to exchange products.

## **3. Generic Structure of Potential**

The theories use in this research are based on Halliday's (1994) Systemic Functional Grammar and Cheong's (2004) Generic Structure Potential (GSP) of print advertisements. Furthermore, this analysis is focused on ideational metafunction that is concerned with understanding the environment (Halliday, 1994:xiii), and enabling people to represent of what goes on around and inside them (Halliday, 1994:106). In addition, the elements of printed advertisement are

devided into two. Those are visual and linguistic elements. Halliday's transitivity is used to analyze the texts in the linguistic elements. It is to find what verb processes are used in the advertisements. Meanwhile, Cheong's GSP of printed advertisement is used to reveal the elements of the advertisements. Cheong proposed the Generic Structure Potential of printed advertisement as follows:

**Lead<sup>^</sup>(Display)<sup>^</sup>Emblem<sup>^</sup>(Announcement)<sup>^</sup>(Enhancer)<sup>^</sup>(Tag)<sup>^</sup>(Call-and Visit-Information)**

**Table 2.1 Generic Structure of Potential (GSP)**

It is to provide a model the best captures the multi-semiotic interaction between visual and linguistic text in printed advertisements. Yuen (in Halloran, 2014:165) details the generic structure of potential in advertisement.

### **A. Visual Elements**

According to Kress and Van Leeuwen (in Baldry and Thibault, 2006) said that various visual elements in the text were moralized to show attitudes and evaluative attitude, visual elements can be moralized just like linguistic elements. Halliday (1985: 101) says that visual images as a form of non-verbal communication can be studied and understood in a way that is similar to language and can be analyzed using grammatical texts. There are three visual elements in multimodal, namely:

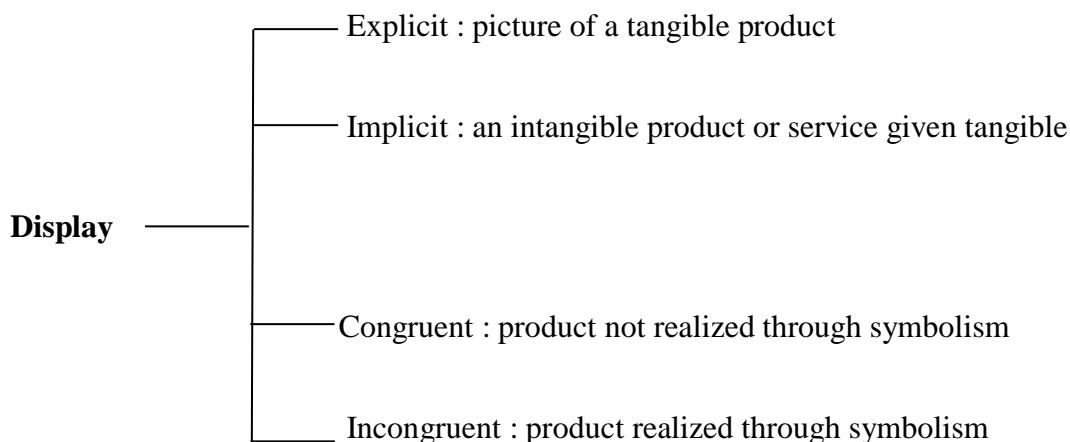
## 1. Lead

Lead is the main part of an advertisement. This element plays an important role in print advertisements, displayed in the size, position and/or colour which should have the potential to create an impression and meaning for the user. Cheong (2004: 165) classifies the components of Lead into the Locus of Attention (LoA) and Complement to the Locus of Attention (Comp. LoA). LoA serves as the core of advertising messages, displayed in the size and color with distinctive quality compared with other visual components while Comp. LoA functions as a liaison and to focus public attention on specific parts in LoA. The ideational function that is LoA serves in explaining the reality created by the advertiser to attract attention and interest of society to this reality is a trick of manipulation. The interpersonal function is to attract the attention of the audiences and its textual function serves as a springboard for the development of core messages. (cited in O'Halloran, 2004:163).

## 2. Display

Cheong says that Display is visualization of product or service in the advertisement (cited in O'Halloran, 2004:171). The visual component Display serves to describe the product in a real and explicit way, but the implicit function shown here is the realization of products or services that are not real to become real through another medium. Meanwhile, the visual component display Congruent serves to realize a

product without going through symbolization and display Incongruent realizes a product through symbolization. (cited in O'Halloran, 2004:171).



**Picture 1.1 The display in a print Advertisement**

### 3. Emblem

The visual element Emblem is visually realized through the advertised product logos of the product. Emblem provides identity or status for the product lying on any side to adjust the proportion of the advertisement texts. The emblem position is anywhere in the advertisements.

## B. Linguistic Element

According to Cheong (2004: 165-174) provides further explanation about The Generic Structure of Potential (GSP). Following Cheong's analysis (2004:173), the main linguistic elements which reveal and give the essence of the meaning contained in an advertising message text are announcement in an advertisement text is to provide three possible

explanations: announcement of the only advertisement message, the most important interpersonal aspects of the among other messages in the text, and aspects of the catch – phrase. There are five linguistic elements, they are:

a. Emblem

Linguistic realized through form of a brand name or trademark. Emblem provides identity or status for the product lying on any side to adjust the proportion of the advertisement texts. The emblem position anywhere is in the advertisement.

b. Announcement

The most important linguistics component in an advertisement text is Announcement. Primary Announcement contains three meanings, that is: 1. As the only one advertisement message, 2. Important part interpersonally between the other messages in a text, 3. As a catch – phrase. Secondary Announcement has a meaning interpersonally that is not really important in an advertisement text (Cheong, 2004: 173).

c. Enhancer

Enhancer only consists of linguistics component, usually in the form of paragraph. Enhancer function to develop or modify a meaning which is comes from interaction between Lead and Announcement. Ideationally, Enhancer functions to show the

power of the product so that it is deserved to be consumed.

Interpersonally, Enhancer functions to influence the public.

Because of that, Enhancer contains words emotionally and culturally, the words that contains values in a social system.

Logically, Enhancer explains the relationships among clauses (Cheong, 2004: 173).

#### d. Tag

Certain elements of information about a product/service that are not included in the Enhancer are captured in the Tag. The Tag is usually in the form of one-liners in small print and is typically non-Salient as illustrated in preceding labelled advertisements. Grammatically, Tags are usually realized as non-finite(cited in O'Halloran, 2004:174).

#### e. Call and Visit Information

Cheong describes that Call-and-Visit Information consists of contact information as to where, when, how the product/service is available to the consumer (cited in O'Halloran, 2004:174).

### **4. Linguistic Analysis**

This research is based on Systemic Functional Theory, specifically Transitivity System, as well as Representation in Kress and van Leeuwen's Visual Analysis. Systemic functional theory outlines a pattern which manifests the way contextual variables including field, mode and tenor establish the alternatives in

linguistic system for meaning making. Three metafunctions that are delineated in linguistic system by Halliday (2004) consist of interpersonal which concerns about the social relations, ideational which expresses the inner and outer world experiences, and textual metafunction which embodies the two former metafunctions to create a text.

The interpersonal metafunction is concerned about the relationship between speaker and hearer and deals with the interaction and exchange between them. Indeed, giving and demanding are the most significant speech roles which the producer of the speech or text and the listener/reader in a communicative situation possesses (Halliday, 1994: 68).

The connectivity and cohesion between the elements of a text is called the textual metafunction (Kress & van Leeuwen, 2006, p.43). Lemke (2009, p.285) proposed that the textual metafunction is the continuity and the relationship between the various parts of a text. Information which has been given somewhere in the text or is familiar from the context is called Theme whereas Rheme is the part in which the Theme is developed.

The ideational metafunction involving the inner and outer world experience patterns probe the linguistic system in terms of —transitivity system|. Experiential and logical meanings are the two components of this metafunction. The experiential function deals with ideas or content whereas the relationship between ideas is the main concern of logical function. There is a variety of linking

devices in grammar which help us to identify this connection between the linguistic components (Halliday and Hasan, 1976).

#### a. Transitivity system

There are six processes types are distinguished in transitivity system of English namely ; material, behavioral, mental, verbal, relational and existential

1). Material Processes are particle of doing and happening and involving physical action

---

Zuxy and luxy	Went	to beach
---------------	------	----------

---

Actor	material	circ: place
-------	----------	-------------

---

2). Mental processes are referred to as our experience of the world of our consciousness (Halliday and Matthiessen, 2004:197) and the internal world the mind (Thompson, 1996)

---

Ray	Likes	nice jacket
-----	-------	-------------

---

Senser	Mental:affect	phenomenon
--------	---------------	------------

---

3). Relational processes make relationship between two different entities and are called processes of being and having.

---

Rayzen	Is	A nice PUBG player
--------	----	--------------------

---

Carrier	Attributive	Attribute
---------	-------------	-----------

---

4). Verbal processes are known as the processes of saying and are to some extent between mental and material processes.

---

Luxy	Told	Zuxy	A rude jokes
------	------	------	--------------

---

Sayer	Verbal	Receiver	Verbiage
-------	--------	----------	----------

---

5). Existential processes are the processes represent the existence or happening of something.

---

There	Is	A unicorn	In the garden
-------	----	-----------	---------------

---

Existential	Existent	Circ: place
-------------	----------	-------------

---

6). Behavioral processes as they have no clear cut characteristic of their own and their boundaries are indeterminate.

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He	Snores	Loudly
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Behaver	Behavioral	Circ: manner
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## 5. Visual Analysis

Analyzing visual components of a text from the ideational perspective, Kress and van Leeuwen (2006) introduced —representation|| analysis which is drawn on Halliday's metafunctional theory. Representation analysis falls into two categories; Narrative and Conceptual in the sense of the realization of process which identifies participants doing and happenings. These processes are engaged with represented participants which can be people, things or places and perhaps with circumstances in which the events or actions are being illustrated.

The distinguishing factor between —narrative॥ and —conceptual॥ is the presence and absence of vectors respectively. The vector is a diagonal line that is formed by limbs, eyelines, bodies, or tools indicating —is connected to॥, —is related to॥ or —is conjoined to॥ (Kress and van Leeuwen, 2006, p.59).

### 1. Narrative Processes

Like material processes in the transitivity system, Narrative processes have two participants namely, —actor॥ and —goal॥. Indeed, Narrative processes are produced when there is a vector connecting two participants and shows they are —doing something to or for each other॥ (Kress and van Leeuwen, 2006:59). In other words, Narrative processes —serve to present unfolding actions and events, processes of change, transitory spatial arrangements॥ (Kress and van Leeuwen, 1996:56). They define Actor as —the participants from whom or which the vector departs and which may be fused with the vector to different degrees॥ (ibid). The other participant in this process whom the vector is pointed to is called the —goal॥. In these types of processes, the represented participants are related with some sort of physical action.

Transactional and non-transactional are two main categories in these processses. In the latter one, there is no action directed towards anyone or anything as there is only one participant. However, in the former one, transactional, there is more than one participant and something is exchanging between them. According to the participants engaged and the types of vector, Narrative process can be differentiated as follows:

- a. Action processes: Which is shaped by either an arrow or illustrated element to relate actor and goal.
- b. Reaction processes: In these processes, there is a reaction between the participants which is realized through the eye line of a participant (reactor) and is formed by a vector, to the receiving participant which is called phenomenon.
- c. Mental processes : Mental processes are referred to the vector which are being highlighted from speaker to their thoughts and connect the senser and phenomenon ( Royce, 1999).
- d. Verbal processes : shaping a vector, “an arrow-like protrusion of a dialogue balloon” (Kress and van Leeuwen,2006:75) connects the sayer to the utterance.
- e. Conversion process: A process in which a participant “is a goal with of one participant and the actor with respect to another” (Kress and van Leeuwen,2006:75).

## 2. Conceptual Processes

Kress and van Leeuwen (1996:56) argue that conceptual processes represent participants in terms of universal essence and are more or less stable and eternal. These processes are to some extent similar to attribute processes in SFL transitivity system because they manifest “ processes of being” (Halliday, 2004; Kress and van Leeuwen, 2006). 3 types of conceptual processes in visuals are defined by Kress and van Leeuwen: classical, analytic, and symbolic processes. As highlighted above, there are no vectors to ensure the conceptual process of an

image. In the classification structure, participants are equally related to each other – in terms of a kind of bond, or taxonomy” (kress and van Leeuwen, 2006:79). In such a structure, each participants is presented as a Superordinate and the others will be subordinates to the participant (Royce,1999). The analytic processes refers to the bond that participants have in one picture “in terms of whole-part structure” (Kress and van Leeuwen, 2006:87). In this case, the participants representing “whole” is called a carrier while other participants who are part of the totality and marking the carrier are called as possessive attributes. The last type of conceptual representation is symbolic processes. In other words, the symbolic process is about what is interpreted or linked to the participants with symbolism or the message informed by the participants illustrated ties. In this process the carrier is participant whose meaning is formalized in a bond otherwise the participant who represents meaning or proof of self is called a symbolic attribute (Royce, 1999).

## **6. Advertisement**

Advertising is a form of promotion for individuals, organizations, or companies to convey their vision and mission. In the ad text there are product names, ideas, and services that can benefit its users. An advertisement has a purpose. One of them is to inform, remind, and persuade consumers to take action on the product / idea advertised (Kotler and Armstrong, 2009: 236).

## **7. Types of Advertisement**

Advertisers play an important role in shaping community values, habits and direction. They are also responsible for influencing the character and

development of media systems. This relates to the delivery of information about the sale of a product or service. Product ads consist of three types:

### **A. Pioneer Advertising**

This type of advertising is used at the introductory stage in the life cycle of a product. It deals with developing 'primary' demand. It conveys information about selling product categories rather than specific brands. For example, initial advertisements for black and white television and color television. The ad attracts consumers' emotions and rational motives.

### **B. Competitive Advertising**

This is useful when the product has reached market growth and especially the market maturity stage. This stimulates "selective" demand. trying to sell certain brands rather than general product categories. It consists of two types:

1. Direct Type: Trying to stimulate an immediate purchase.
2. Indirect Types: Try to show the superiority of the product in the hope that the consumer's actions will be affected by it when he is ready to buy

### **C. Retentive Advertising**

This may be useful when the product has reached a favorable status in the market - that is, the stage of maturity or decline. Generally at such times,

advertisers want to keep their product names public. A much softer sales approach is used, or only the name can be mentioned in "reminder" type ads.

## **8. Covid-19 virus**

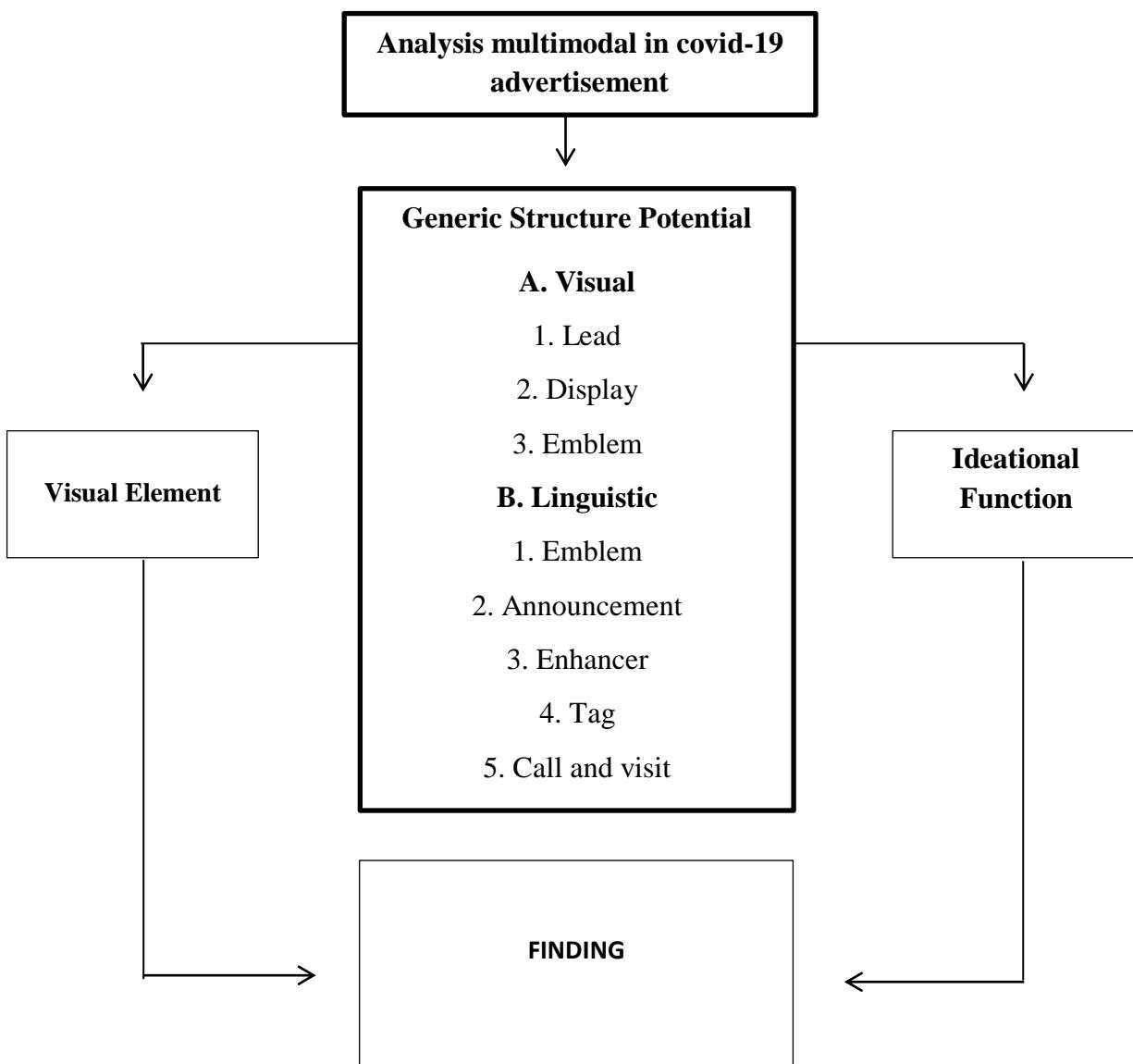
One of the public service advertisements on the internet media that we often encounter today is an advert titled alert Covid-19 virus. These ads often appear on Youtube to urge the public to be aware of this virus. According to the WHO website, the corona virus is a large virus that can cause disease in animals or humans. Middle East Respiratory Syndrome (MERS), and Severe Acute Respiratory Syndrome (SARS). This advertisement was published by the minister of health through Metro Tv and re-published by one of You Tube's "Knowledge Insight" accounts on February 5, 2020. This advertisement contains a healthy lifestyle and steps taken to prevent the spread of the corona / Covid-19 virus.

With the spread of this spread virus throughout the world, the Government of Indonesia is taking various steps to prevent the spread of this virus widely in Indonesia. One way is by publishing public service announcements that contain this virus dressing. With the publication of various advertisements by the health minister it is hoped that it can provide awareness for the public about the dangers of this virus. Through these advertisements the minister of health urges the public to adopt a healthy lifestyle and maintain social distance to avoid co-19. But more than that, there are still many people who do not agree with the corona that befalls Indonesia today. This problem must be resolved and crushed by the government

with the need for cooperation from the community so that the virus is clean from our country.

## **B. Conceptual Framework**

Multimodal analysis is an analysis that provides tools and techniques for analyzing texts that use more than one discourse mode. if we look at semiotic resources combined together with the process of creating meaning that is well projected by ad designers to the public or buyers of the products being advertised. This study concern with multimodal analysis in covid-19 advertisement to find out visual element and ideational function based on Halliday's (1994) Systemic Functional Grammar and Cheong's (2004) Generic Structure Potential (GSP) of print advertisements.



### C. Relevant studies

There are four relevant studies that have relationship with this research. The first is a research done by Sarah Aisyah (2017) from Universitas Sumatera Utara entitled : “A Multimodal Analysis of Cosmetic Advertisements. This research used the descriptive qualitative method by Miles, Huberman and Saldana (2014) and applies the systemic functional language theory of Halliday. The difference with this research is that this previous research used cosmetic as the subject and the data was cosmetic brochures

The second is done by Rusdi Noor Rosa (2014). A journal entitled : Analisis Multimodal Pada Iklan Sunsilk Nutrien Shampo Ginseng. This paper aims to analyze the advertisement of sunsilk nutrient shampoo ginseng (SNSG). The analysis in this paper uses a semiotic approach that is focused on multimodal system. Linguistic and visual analysis done with using the Cheong analysis model (2004). The difference with this research is that this previous research only focused on linguistic and visual element, while the research to be analyze used ideational function using halliday’s theory.

The third research done by Suprakisno (2015) from Medan State University. A journal entitled : “Analysis Multimodal pada Iklan Indomie”. Multimodal analysis in this research uses linguistic theory systemic functional (LSF). The multimodal analysis model in this paper was developed from a blend of theories multimodal (Anstey and Bull,2010) and multimodal analysis by Kreen and Van Leeuwen,1996-2006). The difference with this research is this previous

research used different theory namely to analyze whether Indomie advertisement have the semiotic system multimodal including linguistic, visual, audio, gestural and spastial.

The fourth is done by Juliana, Santi Arafah (2015). A journal entitled: "The multimodal analysis of advertising tagline Tolak Angin Sidomuncul through systemic functional linguistic approach". This research uses a qualitative method to analyze the uses of multimodal linguistic in looking the effectiveness of Tolak Angin Sidomuncul ad. The difference with this research is this previous research is applying systemic functional linguistic.

## **CHAPTER III**

### **METHOD OF RESEARCH**

#### **A. Research Design**

The research methods used in this study are descriptive research with qualitative methods. According to Miles and Huberman (2014:1) qualitative data is data that is rich in sources, descriptions and explanation of human processes. With qualitative data we can maintain a chronological flow, to see which events cause consequences and obtain useful explanation. This research are descriptive study, Descriptive research studies are designed to obtain about the current status of phenomenon. The aim is “what is” with respect to variables or conditions the situation (Ary, 1979:295). Qualitative research involve analyzing data such as words, images, objects. The aim is to provide completed and detailed description of the results, offering many ideas and concepts.

This research will conduct using descriptive research with qualitative methods because it illustrate the meaning that realized in covid-19 advertisement can interpret the meaning that is manifested in visual elements and ideational functions in multimodal.

## **B. Source of Data**

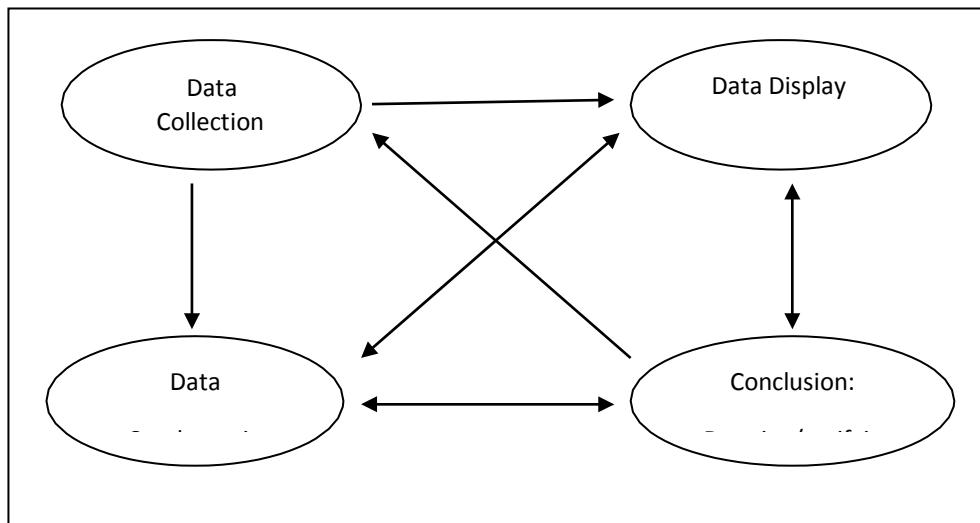
The source of data in this research is Covid-19 advertisements <https://www.youtube.com/watch?v=iQSpJySGXYY>. Which has been screenshot into several pictures. This ad was taken from YouTube. This ad aim to urge the public to prevent the spread of this virus.

## **C. Technique of Data Collection**

The technique of data collection is the study of documents. In this research there are several steps to collect the data. (1) Downloading the advertisement to be analyzed. (2) Watching and examining carefully the video section contained on advertisement. (3) Do screenshot on the data that was originally in the form of video into several images (4) Identifying and analyzing the data to find the visual elements and ideational function.

## **D. Technique of Data Analysis**

The data of the analysis used in this research is descriptive Analysis technique to get the result and conclusion. The technique of analysis focused on four characteristic including: data collection, data condensation, data display and conclusion.



### 1. Data collection

Data collection means this research begins with the steps of collecting data as mentioned on technique then analyze the problem. In this research uses the Covid-19 advertisement as a sources of data.

### 2. Data Condensation

Analyze and determine the generic structure potential of each image in the data, then simplify it into visual and linguistic forms.

### 3. Data Display

After determining the generic structure potential and sorting between visual and linguistic, then the data will produce research results and information that is organized so that it allows for decision making and action.

#### 4. Conclusion

Verify and conclude whether the function of ideational, visual and linguistic elements materialized in advertisements.

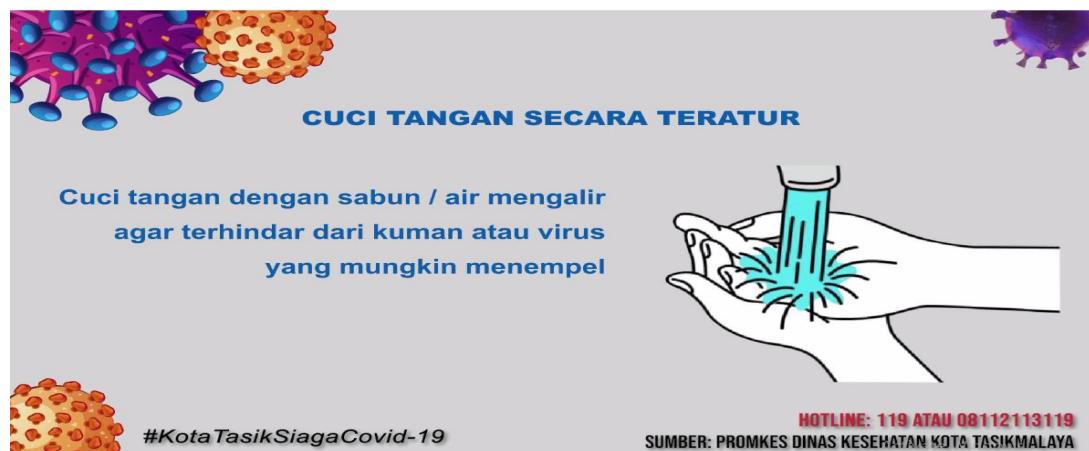
## CHAPTER IV

### DATA AND DATA ANALYSIS

#### A. Data

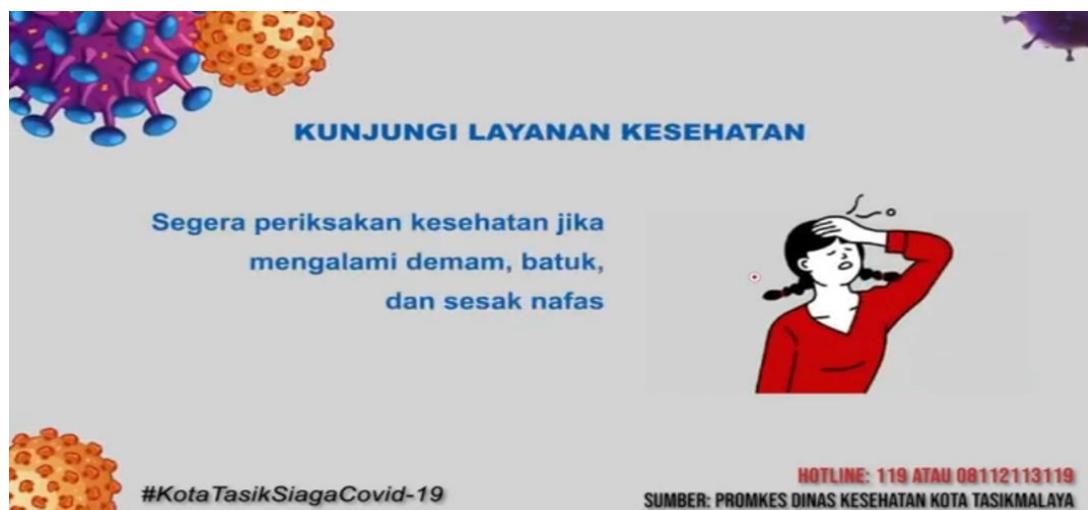
The data of this research were advertisement found in youtube channel of Tasikmalaya Ministry, realized in which mainly focused on the visual elements that consist of 5 pictures and experiential function. The data were analyzed by using Halliday's theory and theory.

Data one: *CUCI TANGAN SECARA TERATUR*





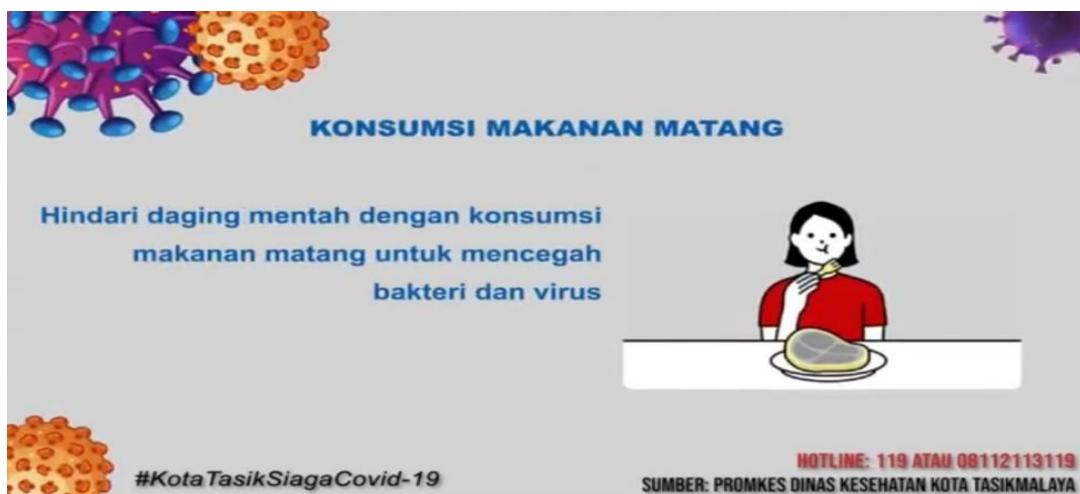
Data three: *KUNJUNGI LAYANAN KESEHATAN*



Data four: *HINDARI KONTAK LANGSUNG*



Data five: *KONSUMSI MAKANAN MATANG*



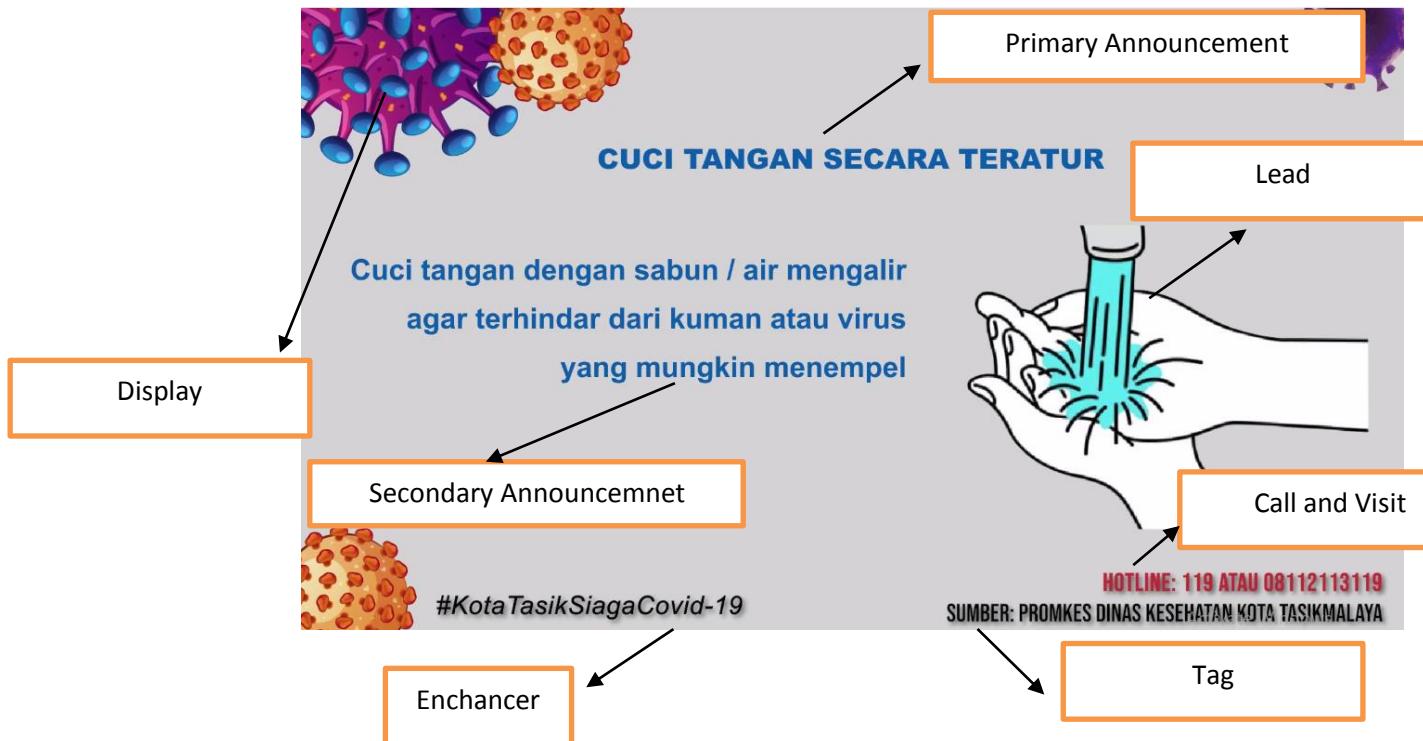
## B. Data Analysis

This research had advertisement of Tasikmalaya government announcement that analyzed which each advertisement had short duration. Nevertheless, the value of the advertisement did not decrease on each advertisements.

## 1 The Realization of Visual Elements in Tasikmalaya government Announcement Society Service by Kress and Leeuwen's Theory.

### 1.1 The generic structure potential of Visual element and Linguistic

#### Elements of Covid-19 advertisement “*Cuci Tangan Secara Teratur*”



#### A. Visual

There are three elements which found in this picture, they are lead, display and emblem.

##### a. Lead

The lead of this picture is the most salient image because it is the main focus of the attention which attracts the viewers while watching the advertisement. Here, the main focus can be seen from the visual of

hand's. It describes that all of the needed of people to wash their hand's in society advertisement.

b. Display

the Display shows the Effect. In this picture, the display is the social advisement service which can be found in video. Washing hand's activity shown on the display here, using the correct way. It means that from the pictures the first steps the people must be taken to prevent the corona virus is wash their own hand's without having to read the text beside of the picture.

## B. Linguistic element

### a. Primary Announcement



*Cuci Tangan*

*Secara Teratur*

---

Goal

Circumstance

This clause consists of two elements, they are process, Material and the process. In analyzing the clause, we should analyze the process first because it determine the goal here, the process is called as process mental which happen inside human being. it means that, the human only feel what they like or think. This process always cognition, affection, perception or disireability. “*Secara Teratur*” is the circumstance in frequency which mainly focus in how is important to wash their hands regulary.

### b. Secondary Announcement

**Cuci tangan dengan sabun / air mengalir  
agar terhindar dari kuman atau virus  
yang mungkin menempel**

---

<i>Cuci tangan</i>	<i>Dengan sabun / air mengalir</i>	<i>Agar terhindar</i>
		<i>dari kuman atau</i>
		<i>virus yang mungkin</i>
		<i>menempel</i>

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Process : Material	Actor	Goal
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“*Cuci Tangan*” is the material process because it needs the action of human or it happens outside of human physically. When the process has been gotten, the participant also can be found “*Agar Terhindar dari Kuman*” is the participant II which namely goal. It the target of the actor “*Dengan sabun atau air* “of the participant 1.

### C. Enhancer

**#KotaTasikSiagaCovid-19**

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<i>Kota Tasik</i>	<i>Siaga</i>	<i>Covid-19</i>
Actor	Process: Material	Circumstance

“*Kota Tasik*” is the actor or participant I as Goal which is given the warning /announcement for the people. “*Siaga* “ is the material process because it needs human being to do the action. “*Covid-19*” is the participant II which namely as the phenomenon

#### D. Tag

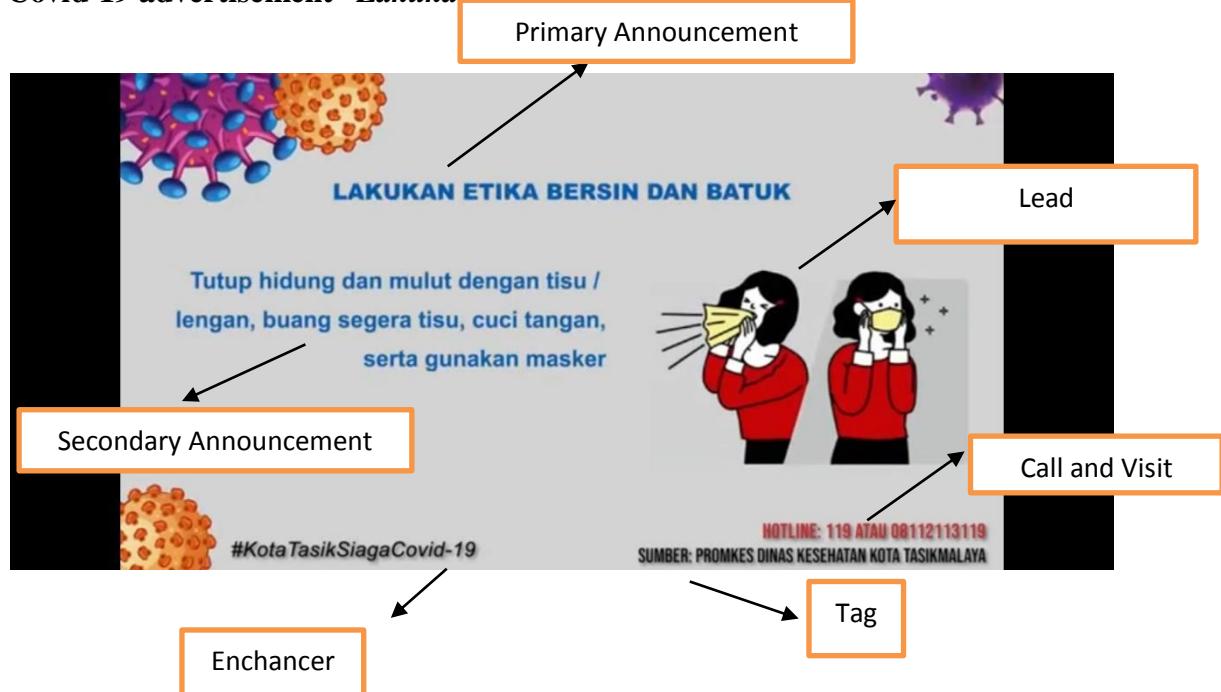
### SUMBER: PROMKES DINAS KESEHATAN KOTA TASIKMALAYA

<i>Sumber</i>	<i>Promkes Dinas Kesehatan</i>	<i>Kota</i>	<i>Tasikmalaya</i>
material process	circumstance	location	

This clause “ *Promkes Dinas Kesehatan* ” is the Participant II who namely circumstance.

#### 1.2 The generic structure potential of Visual element and Linguistic Elements

##### of Covid-19 advertisement “*Lakukan Etika Bersin Dan Batuk*”



#### A. Visual

There are three elements which found in this picture, they are lead, display and emblem.

### a. Lead

The lead of this picture is the most silent image because it is the main focus of the attention which attracts the viewers while watching the advertisement. Here, the main focus can be seen from the visual of Cough and Sneeze. It describes that all of the needed of people who having cough and sneeze must be get away from around or close our mouth with sniffer.

### B. Linguistic element

There are three elements that found in this advertisement they are in the Primary Announcement

#### a. Primary Announcement

**LAKUKAN ETIKA BERSIN DAN BATUK**

*Etika bersin dan batuk*                   *Lakukan*

Goal

Material Process

This clause material process, it means that the process of human physically or need the action “*lakukan*” is the point if the process determined, the participant can be understand “*Etika bersin dan batuk*” is participant II which called as goal.

#### b. Secondary Announcement

**Tutup hidung dan mulut dengan tisu /  
lengan, buang segera tisu, cuci tangan,  
serta gunakan masker**

*Bersin / Batuk Dengan tisu , masker/ cuci tangan Agar Mencegah dan  
 mengurangi  
 resiko virus  
 yang menular*

---

Actor	Material Process	Goal
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### C. Enhancer

**#KotaTasikSiagaCovid-19**

---

<i>Kota Tasik</i>	<i>Siaga</i>	<i>Covid-19</i>
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Actor	Material Process	Phenomenon
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### D. Tag

**SUMBER: PROMKES DINAS KESEHATAN KOTA TASIKMALAYA**

---

<i>Sumber:</i>	<i>Promkes Dinas Kesehatan</i>	<i>Kota</i>	<i>Tasikmalaya</i>
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Material Procces	circumstance	location
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### 1.3 The generic structure potential of Visual element and Linguistic Elements of Covid-19 advertisement “*Kunjungi Layanan Kesehatan*”



There is one element which found in this picture :

- a. Lead

The lead of this picture is the most silent image because it is the main focus of the attention which attracts the viewers while watching the advertisement. Here, the main focus can be seen from the visual is Medical check up. It explains that people who feel that their bodies are not in a good condition, they should to visit health services center or hospital for medical check up to find out what diseases they have in their body such as fever, sneezing and coughing.

## B. Linguistic element

There are three elements that found in this advertisement they are in the Primary Announcement

### a. primary Announcement

<b>KUNJUNGI LAYANAN KESEHATAN</b>	
<i>Kesehatan</i>	<i>Kunjungi Layanan</i>
Goal	Process : Material

This clause consists of three elements, they are process, Material and the process. In analyzing the clause, we should analyze the process first because it determine the goal here, the process is called as process mental which happen inside human being. it means that, the human only feel what they like or think. This process always cognition, affection, perception. “*kunjungi*” is the process of this clause while *kesehatan* is the phenomenon that it is as the participant II because the participant I is implicit. Before process there is the statement “if your body got sick” and “*kesehatan*” as the participant II who namely goal because there’s the purpose from the announcement to give the patient get health.

### b. Secondary Announcement

**Segera periksakan kesehatan jika  
mengalami demam, batuk,  
dan sesak nafas**

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<i>Segera periksakan</i>	<i>demam / Batuk</i>	<i>Agar Mengobati dan</i>
		<i>mengurangi resiko</i>
		<i>yang menular</i>

---

Actor

Material Process

Goal

This clause consists of three elements, they are the process, participant II and the actor. In analyzing the clause, we should analyze the process first because it determine who the participant is. Here the process called material process which happen in human being. It means that, the human only feel what they like or think. The process mataerial usually relates with the cognition, affection, perception or desireability. When the process has been gitten, the participant also can be found the implicit purpose is “ *agar mengobati dan mengurangi resiko virus yang menular*” is the participant II which namely goal. It is the target of the Actor of the participant I.

### C. Enhancer

**#KotaTasikSiagaCovid-19**

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<i>Kota Tasik</i>	<i>Siaga</i>	<i>Covid-19</i>
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Actor

Material Process

circumstance

## D. Tag

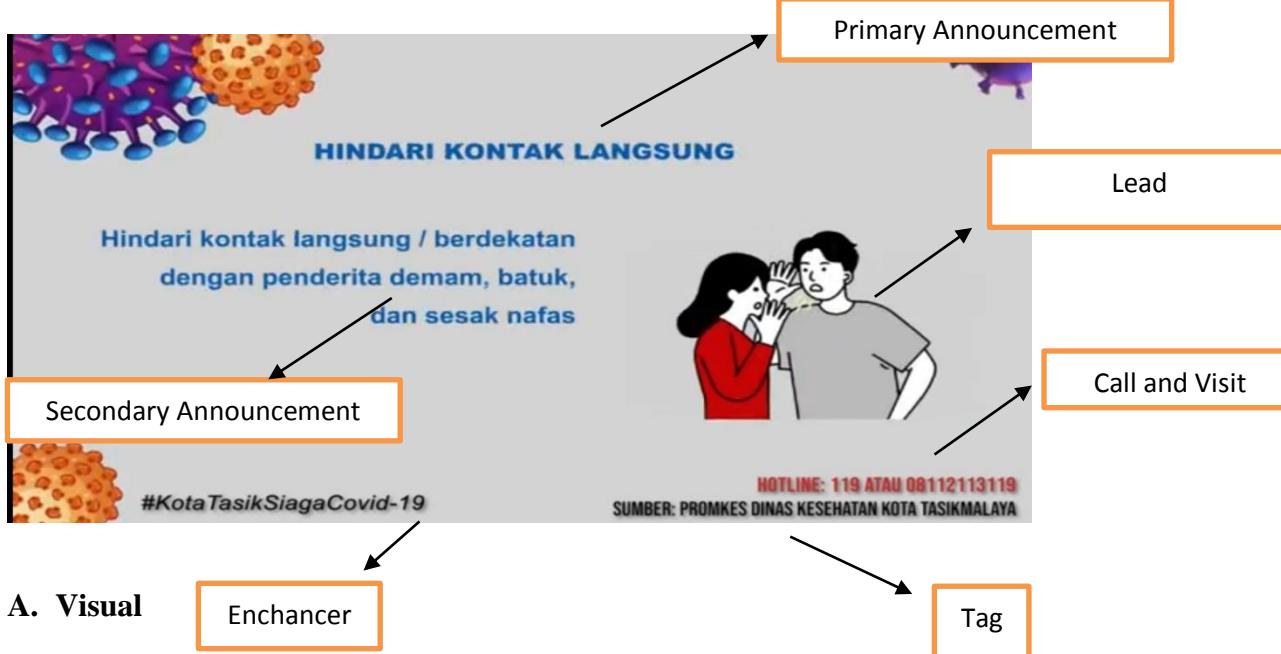
**SUMBER: PROMKES DINAS KESEHATAN KOTA TASIKMALAYA**

*Sumber:* Promkes Dinas Kesehatan Kota Tasikmalaya

Material Proces circumstance location

### 1.4 The generic structure potential of Visual element and Linguistic Elements

of Covid-19 advertisement “*Hindari Kontak Langsung*”



There is one element which found in this picture:

Lead

The lead of this picture is the most silent image because it is the main focus of the attention which attracts the viewers while watching the advertisement. Here, the main focus can be seen from the visual is avoid direct physical contact. It describes that all of the needed of people know to keep the distance while they have communication for prevent the virus.

## B. Linguistic element

There are two elements that found in this advertisement they are in the Primary Announcement

### a. Primary Announcement

**HINDARI KONTAK LANGSUNG**

<i>Kontak langsung</i>	<i>Hindari</i>
Goal	Material Process

### b. Secondary Announcement

**Hindari kontak langsung / berdekatan  
dengan penderita demam, batuk,  
dan sesak nafas**

*Kontak langsung*      *berdekatan*      *Agar Mencegah dan*  
*mengurangi resiko*  
*penularan virus*

---

Actor	Material Process	Goal
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### c. Enhancer

**#KotaTasikSiagaCovid-19**

---

<i>Kota Tasik</i>	<i>Siaga</i>	<i>Covid-19</i>
Actor	Material Process	circumstance

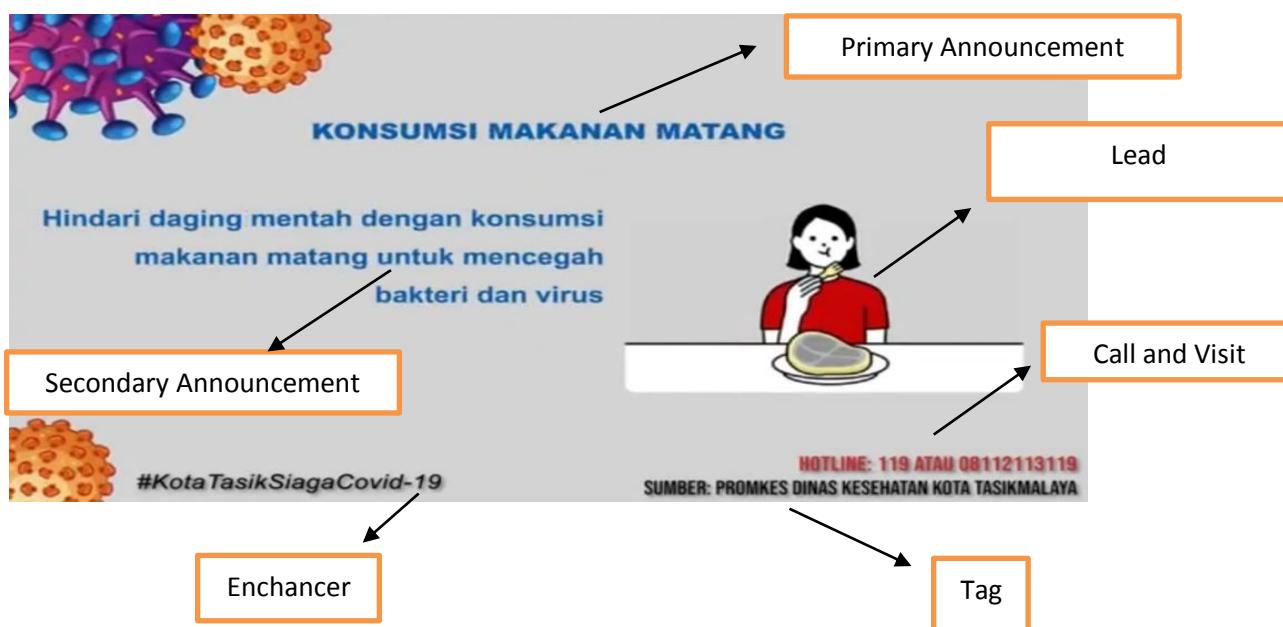
d. Tag

**SUMBER: PROMKES DINAS KESEHATAN KOTA TASIKMALAYA**

*Sumber:* Promkes Dinas Kesehatan Kota Tasikmalaya

Material Proces circumstance location

**1.5 The generic structure potential of Visual element and Linguistic Elements of Covid-19 advertisement “Konsumsi Makanan Matang”**



**A. Visual**

There is one element which found in this picture:

Lead

The leader of this image is the quietest image because it is the main focus of attention that attracts the attention of viewers while watching the ad.

Here, the main focus can be seen from the visual is to avoid consuming foods that are not well cooked and always maintain a good diet by consuming foods that are well cooked and contain nutrients and vitamins that are good for the body to digest.

## B. Linguistic element

There are two elements that found in this advertisement they are in the Primary Announcement

### a. Primary Announcement

<b>KONSUMSI MAKANAN MATANG</b>	
<i>Makanan Matang</i>	<i>Konsumsi</i>
Goal	Material Process

### b. Secondary Announcement

<b>Hindari daging mentah dengan konsumsi makanan matang untuk mencegah bakteri dan virus</b>		
<i>Hindari daging mentah</i>	<i>konsumsi</i>	<i>Agar Mencegah</i>
		<i>Pbakteri dan virus</i>

---

Actor	Material Process	Goal
-------	------------------	------

**c. Enhancer**

**#KotaTasikSiagaCovid-19**

*Kota Tasik*

*Siaga*

*Covid-19*

Actor

Material Process

Phenomenon

**d. Tag**

**SUMBER: PROMKES DINAS KESEHATAN KOTA TASIKMALAYA**

*Sumber:*

*Promkes Dinas Kesehatan*

*Kota Tasikmalaya*

Proccess: Material

circumstance

location

**C. Finding**

After analyzing the data, it was found that there were two research findings of this research, namely:

1. The results showed that there are Visual and Linguistic element in covid-19 advertisement that represent process of Generic Structure of Potential (GSP). Namely Leads 5, Display 1 in visual element. The totals of visual elements are 6. In linguistic there are Primary Announcements 5, Secondary Announcements 5, Call and Visit 1, Tag 1, enhancer 1. The most dominant in visual element is lead while the least is display. In linguistic primary and secondary announcement is the most dominant while the least is call and visit, tag and enhancer

2. Linguistic of ideational function consist of Material Process 11, Actors 6, Circumstances 3, Location 1, Goals 10. The most dominant of ideational function was Goals, while the least was location. The totals of ideational function are 31. Material Process is the most dominant while the least is Location.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

After analyzing the data, the researcher had the conclusion that:

1. Visual represented by images. The visual images consist of two elements. They are Lead 5 and Display 1 which are found in Covid-19 Advertisement. The dominant visual is Lead while the least is display. This is because in data analysis it was found 5 different leads in 5 images while for display, there is only 1 display that is the same in 5 images. Linguistic is represented by text. They are Primary Announcement 5, Secondary Announcement 5, Call and Visit 1, Enhancer 1, Tag 1 which are found in Covid-19 advertisement. Primary Announcement and Secondary Announcement are dominant in linguistic element. Of 5 images each has 5 Primary and Secondary Announcement. While the least are call and visit, tag and enhancer because 5 images have the same tag, enhancer, call and visit.
2. In the visual text of Covid-19 advertisement found the ideational process consist of Material Process 11, Actors 6, Circumstance 3, Location 1, Goals 10. The analysis of linguistic in advertisement showed that advertiser convey message that have the potential to construct the components of ideational function. This can be shown through the

dominant ideational function in Covid-19 advertisement, namely Material Process. it takes 11 materials from 31 total linguistic ideational functions.

## **B. Suggestion**

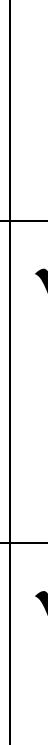
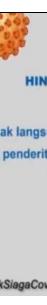
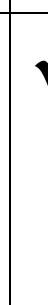
1. This research about advertising analysis using multimodal as a study. Generic Structure of Potential (GSP) and Functional system as a theory. It is suggested for future researchers to use difference methods and theories in multimodal so that this study develops and has many variations in the analysis of advertising
2. Multimodal is new study in linguistic. Future researcher are expected to be able to explore further about multimodal in order to open up insight and knowledge about multimodal which is currently not much in demand by researcher.

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## APPENDIX 1

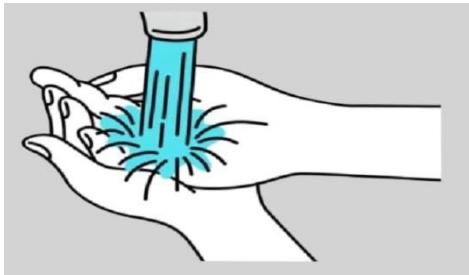
	<b>KUNJUNGI LAYANAN KESEHATAN</b>	<p>Segera periksakan kesehatan jika mengalami demam, batuk, dan sesak nafas</p>		<p><b>HOTLINE: 119 ATAU 08112113119</b></p>	<p>SUMBER: PROKES DINAS KESIHATAN KOTA TASIKMALAYA</p>						
	<b>HINDARI KONTAK LANGSUNG</b>	<p>Hindari kontak langsung / berdekatan dengan penderita demam, batuk, dan sesak nafas</p>		<p><b>HOTLINE: 119 ATAU 08112113119</b></p>	<p>SUMBER: PROKES DINAS KESIHATAN KOTA TASIKMALAYA</p>						
	<b>KONSUMSI MAKANAN MATANG</b>	<p>Hindari daging mentah dengan konsumsi makanan matang untuk mencegah bakteri dan virus</p>		<p><b>HOTLINE: 119 ATAU 08112113119</b></p>	<p>SUMBER: PROKES DINAS KESIHATAN KOTA TASIKMALAYA</p>						

## APPENDIX 2

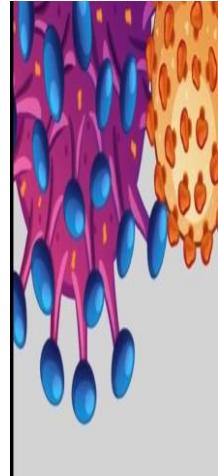
No	Picture	Ideational Metafunction				
		Material Process	Actor	Goal	Circumstance	Location
1.	 <p><b>CUCI TANGAN SECARA TERATUR</b></p> <p>Cuci tangan dengan sabun / air mengalir agar terhindar dari kuman atau virus yang mungkin menempel</p> <p>HOTLINE: 119 ATAU 0812113119 SUMBER: PROMKES DINAS KESEHATAN KOTA TASIKMALAYA</p> <p>#KotaTasikSiagaCovid-19</p>	3	2	2	3	1
2.	 <p><b>LAKUKAN ETIKA BERSIN DAN BATUK</b></p> <p>Tutup hidung dan mulut dengan tisu / lengan, buang segera tisu, cuci tangan, serta gunakan masker</p> <p>HOTLINE: 119 ATAU 0812113119 SUMBER: PROMKES DINAS KESEHATAN KOTA TASIKMALAYA</p> <p>#KotaTasikSiagaCovid-19</p>	4	2	2	1	1

3.	 <p><b>KUNJUNGI LAYANAN KESEHATAN</b></p> <p>Segera periksakan kesehatan jika mengalami demam, batuk, dan sesak nafas</p> <p>#KotaTasikSiagaCovid-19</p> <p>HOTLINE: 119 ATAU 08112113119</p> <p>SUMBER: PROMKES DINAS KESEHATAN KOTA TASIKMALAYA</p>	4	2	2	2	1
4.	 <p><b>HINDARI KONTAK LANGSUNG</b></p> <p>Hindari kontak langsung / berdekatan dengan penderita demam, batuk, dan sesak nafas</p> <p>#KotaTasikSiagaCovid-19</p> <p>HOTLINE: 119 ATAU 08112113119</p> <p>SUMBER: PROMKES DINAS KESEHATAN KOTA TASIKMALAYA</p>	4	2	2	2	1
5.	 <p><b>KONSUMSI MAKANAN MATANG</b></p> <p>Hindari daging mentah dengan konsumsi makanan matang untuk mencegah bakteri dan virus</p> <p>#KotaTasikSiagaCovid-19</p> <p>HOTLINE: 119 ATAU 08112113119</p> <p>SUMBER: PROMKES DINAS KESEHATAN KOTA TASIKMALAYA</p>	4	2	2	2	1

### APPENDIX 3

	Lead	Display	Primary announcement	Secondary announcement	Enhancer	Tag	Call and visit
Data 1			<p><b>CUCI TANGAN SECARA TERATUR</b></p>	<p>Cuci tangan dengan sabun / air mengalir agar terhindar dari kuman atau virus yang mungkin menempel</p>	<p>#KotaTasikSiagaCovid-19</p>	<p>PROMKES DINAS KESEHATAN KOTA TASIKMALAYA</p>	<p><b>HOTLINE: 119 ATAU 08112113119</b></p>

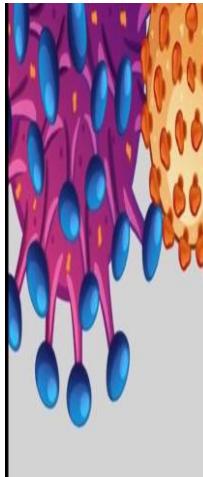
#### APPENDIX 4

	Lead	Display	Primary announcement	Secondary announcement	Enhancer	Tag	Call and visit
Data 2			<p>LAKUKAN ETIKA BERSIN DAN BATUK</p>	<p>Tutup hidung dan mulut dengan tisu / lengan, buang segera tisu, cuci tangan, serta gunakan masker</p>	<p>#KotaTasikSiagaCovid-19</p>	<p>PROMKES DINAS KESEHATAN KOTA TASIKMALAYA</p>	<p><b>HOTLINE: 119 ATAU 08112113119</b></p>

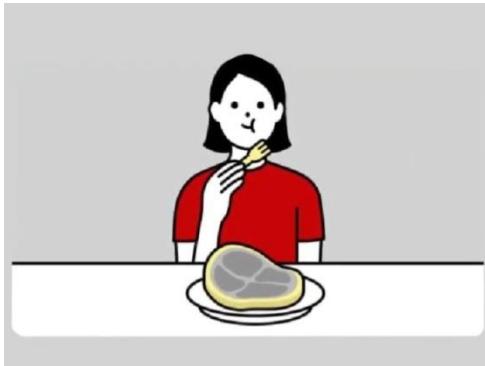
## APPENDIX 5

	Lead	Display	Primary announcement	Secondary announcement	Enhancer	Tag	Call and visit
Data 3			<p>KUNJUNGI LAYANAN KESEHATAN</p>	<p>Segera periksakan kesehatan jika mengalami demam, batuk, dan sesak nafas</p>	<p>#KotaTasikSiagaCovid-19</p>	<p>PROMKES DINAS KESEHATAN KOTA TASIKMALAYA</p>	<p><b>HOTLINE: 119 ATAU 0812113119</b></p>

## APPENDIX 6

	Lead	Display	Primary announcement	Secondary announcement	Enhancer	Tag	Call and visit
Data 4			<b>HINDARI KONTAK LANGSUNG</b>	<p>Hindari kontak langsung / berdekatan dengan penderita demam, batuk, dan sesak nafas</p>	#KotaTasikSiagaCovid-19  <b>PROMKES DINAS KESEHATAN KOTA TASIKMALAYA</b>		<b>HOTLINE: 119 ATAU 08112113119</b>

## APPENDIX 7

	Lead	Display	Primary announcement	Secondary announcement	Enhancer	Tag	Call and visit
Data 5			<b>KONSUMSI MAKANAN MATANG</b>	<p>Hindari daging mentah dengan konsumsi makanan matang untuk mencegah bakteri dan virus</p>	#KotaTasikSiagaCovid-19	PROMKES DINAS KESEHATAN KOTA TASIKMALAYA	<b>HOTLINE: 119 ATAU 0812113119</b>



**MAJELIS PENDIDIKAN TINGGI  
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 Website :<http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)**

Yth : Bapak/Ibu Ketua & Sekretaris  
 Program Studi Pendidikan Bahasa Inggris  
 FKIP UMSU

**Perihal : PERMOHONAN PERSETUJUAN JUDUL SKRIPSI**

Dengan hormat, yang bertanda tangan di bawah ini :

Nama	: Yogy Perdana Junas Tanjung
NPM	: 1602050040
Program Studi	: Pendidikan Bahasa Inggris
IPK Kumulatif	: 135 SKS
	IPK = 3,05

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	Disyahkan Oleh Dekan Fakultas
	Multimodal Analysis in Covid-19 Advertisement From Minister of Health	
	Semiotic on the Procces " Turun Karai " in Sibolga	
	Impoliteness Strategy Politcan in Indonesia Between Rocky Gerung and Budiman Sutjatmiko	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapan terima kasih.

Medan, 25 April 2020

Hormat Pemohon,

Yogy Perdana Junas Tanjung

Dibuat Rangkap 3 :

- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan



MAJELIS PENDIDIKAN TINGGI  
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Website :<http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

Kepada Yth : Bapak/Ibu Ketua & Sekretaris  
Program Studi Pendidikan Bahasa Inggris  
FKIP UMSU

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Yogy Perdana Junas Tanjung  
NPM : 1602050040  
Program Studi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

Multimodal Analysis in Covid-19 Advertisement From Minister of Health

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing : Dr. Hj. Dewi Kesuma Nst, S.S, M.Hum  
Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

acc Pf

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapan terima kasih.

Medan, 25 April 2020  
Hormat Pemohon,

Yogy Perdana Junas Tanjung

Dibuat Rangkap 3 :

- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan



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Website : [fkip.umsu.ac.id](http://fkip.umsu.ac.id) E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)**

Nomor : 1198/II.3/UMSU-02/F/2020

Lamp. : ---

**H a l : Pengesahan Proposal dan  
Dosen Pembimbing**

Bismillahirrahmanirrahiim  
Assalalamu'alaikum Wr. Wb.

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proposal skripsi dan Dosen Pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : **Yogy Perdana Junas Tanjung**  
 N P M : 1602050040  
 Progam Studi : Pendidikan Bahasa Inggris  
 Judul Penelitian : Multimodal Analysis in Covid-19 Advertisement from Minister of Health

Pembimbing : **Dr. Hj. Dewi Kesuma Nst, S.S, M.Hum**

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal skripsi dengan ketentuan sebagai berikut :

1. Penulisan berpedoman kepada ketentuan atau buku **Panduan Penulisan Skripsi** yang telah ditetapkan oleh Dekan
2. Proposal Skripsi dinyatakan **BATAL** apabila tidak selesai pada waktu yang telah ditetapkan.
3. Masa Daftar tangan : **08 Agustus 2021**

Medan, 18 Dzulhijjah 1441 H  
 08 Agustus 2020 M  
 Wassalam  
 Dekan  
**Dr. H. Elfrianto, S.Pd.,M.Pd.**

Dibuat Rangkap 4 :

1. Fakultas (Dekan)
2. Ketua Program Studi
3. Dosen Pembimbing
4. Mahasiswa yang bersangkutan  
**(WAJIB MENGIKUTI SEMINAR)**



MAJELIS PENDIDIKAN TINGGI  
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Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

**BERITA ACARA BIMBINGAN PROPOSAL**

Nama : YOGY PERDANA JUNAS TANJUNG  
NPM : 1602050040  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Multimodal Analysis in Covid-19 Advertisement From Minister of Health

Tanggal	Deskripsi Hasil Bimbingan Proposal	Tanda Tangan
28-07-2020	1. Cover 2 No need acknowledgement 3 Revise theoretical framework based on the grand topic first 4 Take the related study from publication 5 Revised chapter III	
03-08-2020	Revised the references Enclose the data	
06-08-2020	Revisoin completed	

Diketahui/Disetujui  
Ketua Prodi Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd., M.Hum

Medan, 08-Agustus-2020  
Dosen Pembimbing

Dr. Hj. Dewi Kesuma Nst, M.Hum



**MAJELIS PENDIDIKAN TINGGI  
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FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext, 22, 23, 30  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

**LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL**

Proposal yang sudah diseminar oleh mahasiswa di bawah ini:

Nama Lengkap : Yogy Perdana Junas Tanjung  
N.P.M : 1602050040  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Multimodal Analysis in Covid-19 Advertisement from Minister of Health

Pada hari Rabu tanggal 09 bulan September tahun 2020 sudah layak menjadi proposal skripsi.

Medan, 31 Oktober 2020

Disetujui oleh:

Dosen Pembahas

**Dr. Bambang Panca S, S.Pd, M.Hum**

Dosen Pembimbing

**Dr. Hj. Dewi Kesuma Nst, SS, M.Hum**

Diketahui oleh  
Ketua Program Studi,

**Mandra Saragih, S.Pd., M.Hum.**



**MAJELIS PENDIDIKAN TINGGI**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
**Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238**  
Website :<http://www.fkip.umsu.ac.id> E-mail: fkip@umsu.ac.id

**SURAT KETERANGAN**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Ketua Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan bahwa :

Nama Mahasiswa : Yogy Perdana Junas Tanjung

NPM : 1602050040

Program Studi : Pendidikan Bahasa Inggris

Adalah benar telah melaksanakan Seminar Proposal Skripsi pada :

Hari : Rabu

Tanggal : 09 September 2020

Dengan Judul Proposal : Multimodal Analysis in Covid-19 Advertisement from Minister Of Health

Demikianlah surat keterangan ini kami keluarkan/diberikan Kepada Mahasiswa yang bersangkutan, smoga Bapak/Ibu Pimpinan Fakultas dapat segera mengeluarkan surat izin riset mahasiswa tersebut. Atas kesediaan dan kerjasama yang baik kami ucapkan banyak terima kasih. Akhirnya selamat sejahtera lah kita semuanya. Amin

Dikeluarkan di : Medan

Pada Tanggal : 09 Sep 2020

Wassalam

Ketua Program Studi  
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum



**MAJELIS PENDIDIKAN TINGGI**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
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**Website :<http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)**

**BERITA ACARA SEMINAR PROPOSAL  
PRODI PENDIDIKAN BAHASA INGGRIS**

Pada hari ini Rabu tanggal 09 September 2020 telah diselenggarakan Seminar Proposal Program Studi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Mahasiswa : Yogy Perdana Junas Tanjung  
NPM : 1602050040  
Program Studi : Pendidikan Bahasa Inggris  
Judul Proposal : Multimodal Analysis in Covid-19 Advertisement from Minister Of Health

No.	Uraian / Saran Perbaikan
1	State exactly problem of the research
2	Explain the difference between relevant studies and this research
3	Add more data
4	Attach a diagram of Miles Huberman theory
5	Revise the references section

Medan, 18 Mei 2020

Proposal dinyatakan sah dan memenuhi syarat untuk diajukan ke skripsi

Ketua Program Studi

Mandra Saragih, S.Pd, M.Hum

Pembahas

Dr. Bambang Panca S, S.Pd, M.Hum



**MAJELIS PENDIDIKAN TINGGI**  
**UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA**  
**FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**  
Jl. Kapten Mukhtar Basri No. 3 Medan 20238 Telp. 061-6622400 Ext. 22, 23, 30  
Website: <http://www.fkip.umsu.ac.id> E-mail: [fkip@umsu.ac.id](mailto:fkip@umsu.ac.id)

### LEMBAR PENGESAHAN HASIL SEMINAR PROPOSAL

Proposal yang sudah diseminar oleh mahasiswa di bawah ini:

Nama Lengkap : Yogy Perdana Junas Tanjung  
N.P.M : 1602050040  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Multimodal Analysis in Covid-19 Advertisement from Minister of Health

Pada hari Rabu tanggal 09 bulan September tahun 2020 sudah layak menjadi proposal skripsi.

Medan, 31 Oktober 2020

Disetujui oleh:

Dosen Pembahas

**Dr. Bambang Panca S, S.Pd, M.Hum**

Dosen Pembimbing

**Dr. Hj. Dewi Kesuma Nst, SS, M.Hum**

Diketahui oleh  
Ketua Program Studi,

**Mandra Saragih, S.Pd., M.Hum.**

## SURAT PERNYATAAN

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِيْمِ

Saya yang bertandatangan dibawah ini :

Nama Lengkap : Yogy Perdana Junas Tanjung  
N.P.M : 1602050040  
Program Studi : Pendidikan Bahasa Inggris  
Judul Skripsi : Multimodal Analysis in Covid-19 Advertisement from Minister of Health

Dengan ini saya menyatakan bahwa:

1. Penelitian yang saya lakukan dengan judul di atas belum pernah diteliti di Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara
2. Penelitian ini akan saya lakukan sendiri tanpa ada bantuan dari pihak manapun dengan kata lain penelitian ini tidak saya tempahkan (dibuat) oleh orang lain dan juga tidak tergolong *Plagiat*.
3. Apabila point 1 dan 2 di atas saya langgar maka saya bersedia untuk dilakukan pembatalan terhadap penelitian tersebut dan saya bersedia mengulang kembali mengajukan judul penelitian yang baru dengan catatan mengulang seminar kembali.

Demikian surat pernyataan ini saya perbuat tanpa ada paksaan dari pihak manapun juga, dan dapat dipergunakan sebagaimana mestinya.

Medan, Maret 2021

Hormat saya

Yang membuat pernyataan,



Yogy Perdana Junas Tanjung

Diketahui oleh Ketua Program Studi  
Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum



**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
UPT PERPUSTAKAAN**

Jl. Kapt. Mukhtar Basri No. 3 Telp. 6624567 - Ext. 113 Medan 20238  
Website: <http://perpustakaan.umsu.ac.id>

**SURAT KETERANGAN**

Nomor: 202/KET/II.3-AU/UMSU-P/M/2021



Kepala Unit Pelaksana Teknis (UPT) Perpustakaan Universitas Muhammadiyah Sumatera Utara dengan ini menerangkan :

**Nama : Yogy Perdana Junas Tanjung**  
**NPM : 1602050040**  
**Univ./Fakultas : UMSU/ Keguruan dan Ilmu Pendidikan**  
**Jurusan/P.Studi : Pendidikan Bahasa Inggris/ S1**

adalah benar telah melakukan kunjungan/penelitian pustaka guna menyelesaikan tugas akhir / skripsi dengan judul :

***"Multimodal Analysis in Covid-19 Advertisement from Minister of Health"***

Demikian surat keterangan ini diperbuat untuk dapat dipergunakan sebagaimana mestinya.

Medan, 17 Sya'ban 1442 H

31 Maret 2021 M

**Kepala UPT Perpustakaan,**

**Muhammad Arifin, S.Pd, M.Pd**





Bila menjawab surat ini agar disebutkan  
nomor dan tanggallnya

**MAJELIS PENDIDIKAN TINGGI PENELITIAN & PENGEMBANGAN  
UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA  
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN**

Jalan Kapten Muchtar Basri No. 3 Medan 20238 Telp. (061) 6622400  
Website: <http://fkip.umsu.ac.id> E-mail: fkip@yahoo.co.id

Nomor : b86 /II.3/UMSU-02/F/2021  
Lamp : ---  
H a l : Mohon Izin Riset

Medan, 19 Rajab 1442 H  
03 Maret 2021 M

Kepada Yth, Bapak Kepala Perpustakaan  
Universitas Muhammadiyah Sum. Utara  
di-  
Tempat

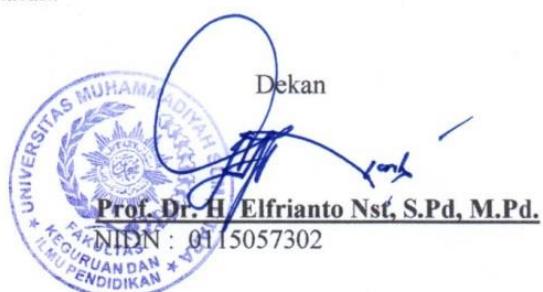
Assalamu'alaikum Warahmatullahi Wabarakatuuh

Wa ba'du, semoga kita semua sehat wal'afiat dalam melaksanakan kegiatan-aktifitas sehari-hari, sehubungan dengan semester akhir bagi mahasiswa wajib melakukan penelitian/riset untuk pembuatan skripsi sebagai salah satu syarat penyelesaian Sarjana Pendidikan, maka kami mohon kepada Bapak/Ibu Memberikan izin kepada mahasiswa untuk melakukan penelitian/riset di Pustaka Bapak pimpin. Adapun data mahasiswa kami tersebut sebagai berikut :

Nama : Yogy Perdana Junas Tanjung  
N P M : 1602050040  
Program Studi : Pendidikan Bahasa Inggris  
Judul Penelitian : Multimodal Analysis in Covid-19 Advertisement From Minister of Health.

Demikian hal ini kami sampaikan, atas perhatian dan kesediaan serta kerjasama yang baik dari Bapak kami ucapan terima kasih.

Wa'alaikumssalam Warahmatullahi Wabarakatuuh.



\*\* Pertinggal \*\*

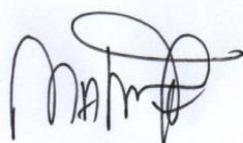
**BERITA ACARA BIMBINGAN SKRIPSI**

Perguruan Tinggi	:	Universitas Muhammadiyah Sumatera Utara
Fakultas	:	Keguruan dan Ilmu Pendidikan
Nama	:	Yogy Perdana Junas Tanjung
N P M	:	1602050040
Program Studi	:	Pendidikan Bahasa Inggris
Judul Penelitian	:	Multimodal Analysis in Covid-19 Advertisement from Minister of Health

Tanggal	Materi Bimbingan Skripsi	Paraf	Keterangan
15 Feb '21	- Background of the study		
	- Check grammar		
	- Technique of Data Analysis		
26 Feb '21	- Data and data analysis		
	- Discussion and findings		
3 Maret '21	- Conclusion		
	- References		
13 Maret '21	- Revision completed		

Medan, 15 Maret 2021

Diketahui oleh :  
Ketua Program Studi



Mandra Saragih, S.Pd, M.Hum

Dosen Pembimbing



Dr. Hj. Dewi Kesuma Nst, M.Hum